

The REPORTER

of Direct Mail Advertising



Report of October 1942 Direct Mail Activities

Highspot for October and for whole year of 1942 . . . was the One Day Wartime Conference staged on October 16th by the Direct Mail Advertising Association and thirty-three cooperating organizations. Six hundred and thirty-one users of the mail turned out to hear the rapid-fire bunkless program. Some of the enthusiastic

sessions are hard to summarize in cold type or ink . . . but *The Reporter* gives you on the inside pages of this issue the "notes" you might have made for future reference. One thing is certain! The One Day Conference proved beyond all doubt that . . . Direct Mail is far from being dead. It's very much alive and kicking.

NOV 20 1942

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



VICTORY War Quality PAPERS *are serving on two fronts—at home and abroad*

Northwest's printing and utility papers are available to you for essential commercial use even though much of our production is destined for military purposes. To "keep the home fires burning" is a vital part of sensible advertising promotion. Plan wisely and use printing in its many forms, to instruct, to inform, and to serve other ends for ultimate victory.

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright, 1942, By The Northwest Paper Company

HIGHLIGHTS OF OCTOBER DIRECT MAIL NEWS

□ **EDWARD N. MAYER, Jr.**, of James Gray, Inc., New York City, an outstanding authority on postal affairs, was elected President of the Mail Advertising Service Association, International at the one day M.A.S.A. wartime conference held in Detroit, Michigan, on October 3rd. This is Ed's second time on the job. He was president 4 years ago and was called back to take the helm during the critical days ahead. A wise choice.

□ **THE FINANCIAL ADVERTISERS ASSOCIATION**, through secretary Pres Reed, is doing a fine job with its experimental "Convention - by - Mail." So far, this reporter has received six of the convention releases. They are 12 page, 8½" x 11" offset affairs. The introductions, remarks of the chairman, etc., are reproduced in typewriter type while the set-speeches are in regular print type. Well done thruout! The same system could be worked by many other organizations.

□ **GOOD HUMOR** is creeping back into Direct Mail after a period of super-seriousness. We like the humorous booklet "Along Party Lines" issued by The Southern New England Telephone Company. Also we like "Confessions of an Old Flame," a 3½" x 6¼" humorous folder created by Howard Swink for The Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio. Also a 6" x 9" cartoon illustrated booklet "The Doctor Doodles on Health and Safety," created by Dickie-Raymond for the Boston "El" Railway. All three booklets are interesting and timely.

□ **CONGRATULATIONS AGAIN** to The American Legion Magazine. If you want to see a timely booklet write to Thomas O. Woolf, Advertising Director, The American Legion Magazine, 1 Park Avenue, New York City and ask for "We're losing on the Propaganda Front."

It should get widespread distribution.

□ **A GOOD SHOW** was staged by the New York Employing Printers Association at the Commodore Hotel, New York, October 27 and 28. It was a glamorous display of printing . . . with over one hundred awards made to 45 printers for special merit. We agreed with some of the judges that too few of the exhibits showed a definite tie-in with the war effort. We advise printers to get on the band wagon and show their customers how they can tie-in with the thirty or more Victory Projects of the Government.

□ **CLEVER IDEA FOR CHRISTMAS CARDS** is being promoted by Miles Kimball, Kimball Building, Oshkosh, Wisconsin. He has prepared hundreds of little stock designs of men, women, children, babies, dogs, cats, etc., figures, which can be selected in ordering personal thermographed greeting cards, with the name of each member of the family under the selected sketch.

□ **A PROTEST** against the use of gadgets has just been received from a Reporter reader. Attached to a letter from an engineering company was a miniature telephone receiver. Our correspondent thinks "this frivolous use of metal is unnecessary when good patriotic citizens are doing all they can to collect every scrap piece and turn it in for reworking." Our reply, of course, pointed out that there is just a small supply of gadgets like these left, and no more are being manufactured for the duration.

However, we are passing this item along as a warning to Direct Mail planners. Frivolous pieces may be misunderstood.

□ **A NEW WAY** to type the closing salutation is revealed in a letter from Henry M. Ellis, 475 Fifth Avenue, New York City. In patting us on the back for our criticism of printers associations (lack of selling activity) Henry's secretary closes the letter with—

S
i
n
c
e
r
e
l
y
y
s,
r
o
u
n
d
y

□ **SENATOR ARTHUR CAPPER** wrote this reporter a friendly note, thanking us for our praise of his careful use of the franking privilege (August Reporter, page 13). He adds:

"I am in sympathy with the work you have been doing with respect to the misuse of the franking privilege. You will probably accomplish some good through your efforts."

We hope, we hope, we hope!

□ **BILLY VAN** (some of you might like to know) is organizing and directing the "human relations division" of an important war industry at Springfield, Vermont — The Fellows Gear Shaper Company. What he does there might make interesting reading for other manufacturers.

□ **A TIMELY NOTICE** was sent out by Warren F. Smith of the Smith Mail Advertising Service, 36 North Front Street, Kingston, New York to his customers. It is interesting enough to reprint here since it points out a good Direct Mail moral, to wit: "Take advantage of timely events to keep your customers enthused about your service."

This is a "man bites dog" notice . . . Instead of soliciting your business I'm asking that you don't bring us any 'till Monday. Strange request, isn't it . . . but here's why . . . even though the office will be open, I won't be there to do the work, because I'm going to New York Friday to attend a Direct Mail Ass'n 1-Day Conference on War Time Direct Mail and Printed Matter.

Paul T. Babson, Pres. United Business Service; James A. Welch, Pres. Adv. Fed. of America; Henry Hoke, director of Direct Mail Round Table and others will be speakers, so I don't want to miss it.

I'll be back Monday morning, the 20th, with some new answers, and ready to make up for my time off.

□ **COMPANY BULLETINS TO SERVICE MEN** are becoming more numerous. One good recent example comes from Charles Yanutola of The Otis Hidden Company, Louisville, Kentucky. It is a swell idea to keep the boys in the service in touch with what's going on back home.

□ **GOOD WILL BUILDING CHECKS** have been discussed previously in The Reporter. Latest good example is the standard check furnished to depositors by the Washington Trust Company of Washington, New Jersey. Instead of guide lines for filling in date, number, name, amount and signature, there are lines of miniature slogans printed in small type . . . promoting the community, such as: "The place to make your home. Climate unsurpassed. Fine churches. Excellent schools. In the heart of the finest farming districts of the United States. Strong banks. Beautiful homes."

□ **EASTERN INDUSTRIAL ADVERTISERS ASSOCIATION** now has a magazine. First issue was published October 1st. 8½" x 12", 24 pages, on coated stock. It is called, naturally, the "Eastern Industrial Advertiser." It will be circulated to the membership of the Association and to other companies and individuals in the Philadelphia area whose interest lie in industrial advertising. A professional job!

MORE HIGHLIGHTS ON PAGE 18

VOL. 5, No. 6, Report for OCTOBER, 1942.

The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher, from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: V.A. 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyright, 1942, by Henry Hoke, N. Y.

THE REPORTER

3

Champion, too, sticks to its KNITTING



This entire organization is dedicated to every service that will help win the war. In this emergency Champion sticks to its highly essential task of producing vitally important paper products in the quantity and form that best serve Government, fighting forces, and war industries. Included are pulp for explosives, paper for shell and munition wrap, food containers, army maps and blackouts, and paper substitutes for certain critical materials. Champion is proud of an ever-growing share in the war effort.

Scrap Your Scrap
★



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

A 1-DAY CONFERENCE ON WARTIME D. M.

THE BEST WAY to start a convention or a conference on time is to arrange for a telephone hook-up. Buy the time and have calls placed well ahead of the date. The telephone company supplies equipment and personnel. If you tell them that the first call is to be made at 9:55, you can bet your boots that the bell will ring at 9:55. And that's what happened on October 16th at the Hotel Roosevelt. Rohe Walter and Chas. E. Murphy were on the platform at 9:45. At 9:50 Charles Murphy started his preliminary remarks. At 9:55 the bell rang and the five hundred delegates listened to the first conversation with Ken Dyke in Washington. We can only give you the highlights of the telephone conversations.

Ken Dyke, Chief the Advertising Division, Office of War Information, Washington, D. C.

Full co-operation by users of direct mail advertising and other forms of printed promotion is of major importance to the Government in its multiple public relations tasks. He told of the mammoth job facing the OWI, commenting upon the great number of private advertising dollars already assisting the OWI in its 58 Victory Projects. Mr. Dyke offered the aid of his staff in the preparation of advertising keyed to the Victory Projects.

(Ed. Note: If you want to get information on how you can tie-in—write to Ken Dyke, War Production Board, Social Security Bldg., Washington).

Said Ken Dyke about the Government's attitude toward advertising—

"Stop worrying about Government's so called attitude toward business and advertising. There seems to be an idea in certain quarters that Government is out to get advertising as part of some deep-laid plot against business. In my opinion, and I speak for the Office of War Information, nothing could be farther from the truth.

"We have a war to win. To win it, the people must be informed, instructed and directed about the many things which they must do and understand. Government, in every department, is finding that advertising people and advertising techniques can and are help-

ing in the achievement of their informational objectives, with greater effectiveness than the old-time Government mimeographed publicity ever made possible.

"After all, most Government people are like our old friend, the Company Treasurer, who seldom believes in advertising until he sees it working for him, registering plus sales and profits, on his own books. So, let's remember, Government has no attitude toward advertising—except to welcome with real appreciation your co-operation in doing those things which only you people in advertising can do—in helping us to effectively accomplish our innumerable informational objectives on the Home Front."

Harrison Baldwin, Vice President, Hammermill Paper Company, Erie, Pennsylvania—

Paper curtailment is certain, but there is no intention of the Government to curtail the kind of direct mail and printed promotion that assists the war effort. Paper production will be affected, but the needs of the advertiser should be cared for. Transportation problems are lessened by the falling off of demands for the paper made in American plants, but in spite of this decline paper mills are easing the ODT's woes by loading cars to the very limit. Where once cars carried 20 tons at a maximum, they now carry 36 to 40.

Raymond M. Gunnison, President, R. R. Donnelley Company, Chicago, Illinois—

There is a definite trend to simpler advertising . . . to black and white, or a second color where once 4-color printing (lithography, too) was the rule. He emphasized a great use of post cards, even the Government card.

Paul C. Smith, Assistant Advertising Manager, Caterpillar Tractor Company, Peoria, Illinois—

Think in terms of "after the war." Talk to customers (when you can't sell 'em anything) about after the war buying. Remember the boys in the service . . . keep them Company minded. House organs do this. Special bulletins. Production incentives with the servicemen as heroes, etc.

The telephone round-up lasted exactly 30 minutes as scheduled. It was interesting and rapid-fire. It put the audience "in the mood" for the talks which followed.

What Does the Business Man Think of His Daily Mail?

G. Lynn Sumner, President, G. Lynn Sumner Advertising Agency, New York City, took the platform on the exact minute scheduled. He said so much, so rapidly and so well—it's hard to put it all down in black and white. Here's the best we can do for you.

You have asked me to give you a business man's reactions to his morning's mail. In order to make a report that would be something more than simply an individual's impressions, I wrote some weeks ago to business friends in all sections of the country. I asked them if they would observe their mail each morning for a week with special care and write me their impressions. In response many letters have come in, but one of these letters expresses concisely and effectively the consensus of opinion of all these reports. Here it is:

"I'd like to say some good words for the direct mail I'm receiving these days but they come hard. So I got to wondering the other day just why so much of today's direct mail gets so little of my interest or reading time.

"Part of the reason might be the layout and copy and the lack of that all important thing called an idea. But there's something else. That's timing.

"They used to say that if you had good copy and a good list you were on your way to a successful direct mail campaign. These busy days you need more than that. It's more essential than ever, I think, to catch a man when he's in the mood.

"It happens that most direct mail comes to me at the wrong time. I don't know how it is with most other fellows, but my day starts like this:

"I arrive at the office about nine. There are some things to do and then about 9:30 my secretary brings in my mail.

"She's opened all the envelopes and everything is in a neat pile. Sometimes a thin pile. Often, these days, quite a hefty pile. There are personal letters, business letters, direct mail pieces memos, etc.

"I give the whole pile a quick going over to get the whole picture and then go back and take up each matter separately.

"I confess that the personal letters

come first. Then the business letters. Then the direct mail pieces.

"You know how busy that first hour in the morning can be. There are usually a lot of things tumbling over each other for quick attention. There isn't, to be very frank about it, much time for direct mail. So unless it is interesting and well done, it takes a quick trip to the waste basket. That is especially true of big and bulky pieces that are inclined to clutter up a desk.

"How could this timing be improved? Well, for me it would be better if these direct mail pieces were sent to me at my home and not at the office. They'd be more likely to catch me when I had more time to read. And maybe the waste basket there wouldn't be quite as big or as near.

"There is something else that sets me to wondering these days. What has become of the fine art of writing a good letter? Most of the direct mail letters these days sound as if they were written in committee or by someone in a hurry to catch the 5:37 for Scarsdale.

"It isn't easy to write a good letter. It takes time and experience and a way of making words strike home from a white sheet of paper. Maybe that's why a good letter is a gem and shines accordingly.

"When a fellow writes a full page advertisement for the Saturday Evening Post he is conscious of filling space that costs something like \$8,500. The art department sees that it is well illustrated. The engraving department makes sure the plates are all right. Type is selected carefully and set by a good shop.

"A look at current direct mail does not reveal that same care all along the line. Yet the investment in the direct mail campaign may be many times the cost of that one page in the Saturday Evening Post. You can't strangle a direct mail campaign with economy and have it bring good returns.

"This isn't an appeal for something super-duper or too, too elaborate because too much show may smack of extravagance these days. Even though they keep telling me there is no paper shortage, I still feel a bit of resentment when any direct mail piece is too big or too fancy. I've an idea that feeling is likely to get stronger as the war progresses."

To a very large extent this letter expresses my own reaction to the mail that comes to me. But there are some additional observations I would like to make.

For a long time now in direct mail work, we have been indulging in waste and extravagance. Accepting

the principle that all direct mail returns operate according to the law of averages, we have simply been saying that if we send out a thousand or a hundred thousand letters or circulars or folders and we get, for example, a five per cent return, the operation is profitable. We charge off the ninety-five per cent of all that paper and printing, postage and labor cost as a necessary evil. Because we have operated so long on this principle, we have not been nearly as careful as we should be about the lists to which these large mailings go. But the materials which go out and never bring back an inquiry or a sale are a serious cause of waste, and waste is something that must be eliminated just so far as possible in business during wartime. We are gradually changing in this country from an economy of waste and extravagance to an economy of thrift. We *must* make this transition if we are going to achieve all-out war efforts and pay its cost.

Waste Still Exists

Now I, too, resent evidence of carelessness in the direct mail material that comes to my desk, and I am especially impressed by the waste that is represented in the direct mail that comes to our office addressed to people who are no longer in our organization.

Let me give you an example. Last Monday morning I asked our mail receiving department to put on my desk all those pieces of direct mail addressed to employees who are no longer with us. Here, as a specific instance, are eight identical envelopes, each containing a really beautiful booklet that must have cost at least 10c a copy to produce. To whom are they addressed? Well, the first one is to Mr. E. L. our former art director. He has not been with us for three years. Here is one to Miss J. S. She got married and left us two and a half years ago. Here is one addressed to Mr. W. L. M. He left us five years ago and is now the advertising manager of a large concern in Chicago. Here is one addressed to Mr. F. D. M. a copy writer who has not been with us in five and a half years. Here is one addressed to Mr. C. Y. a contact man who is now in the Air Corps. He has not been with us for six years. Here is one addressed to Miss L. M. who was a copy writer

with us six years ago. She left us to get married and now has two children. Here is one addressed to Mr. E. M. who was assistant art director back in 1929 and has not been with us for twelve years. And here is one addressed to our former production manager who died just ten years ago.

Now we are a relatively small organization, but these are the types of mailings that are sent to all agencies, and if this happens with us, it must be multiplied many times over in large advertising agencies and in large advertising departments.

Helping to Correct

As a specific result of this investigation which you asked me to make, we are going to try to help these direct mail users to eliminate this waste. We are going to have a postcard form which we will send to each company from whom such mail is received, advising them that the person addressed is no longer with us and that the name should be removed from the mailing list.

This may help a little, but the greater responsibility must rest upon those who prepare and send out these mailings. So far as advertising agencies are concerned, it is possible to buy for a few dollars a directory that contains an up-to-date list of all the important executives in every advertising agency in the country. These directories are revised with every issue, so there is no reason why a direct mail user cannot check his mailing list on advertising agencies every three months, or at least every six months, and remove those names which represent a waste of labor, materials and postage costs. Also, it should certainly be worth while at least once a year to send each agency a list of the people you are addressing in that organization, requesting check for accuracy.

There is another kind of waste that occurs after a letter arrives on the desk of the person to whom it is addressed. That waste results from the mangling or misspelling of the name itself. I know this point has been made by everyone who has written or talked about direct mail for the last forty years, but the same crimes continue. Too often, in the preparation of a list, or the cutting of a stencil, or the typing of a letter, someone has failed to take that lit-



Rising

INTRALACE

What does Rising Intralace have that makes it so tremendously popular with buyers, printers and users of direct mail? First, there is its delicately grained surface, source of its unusual beauty. Then, there is its faultless printability, typical of all Rising papers. But, most of all, there is the added zest that Intralace gives to printed advertising.

Put Rising Intralace in back of your next sales message, and your sales will stay in front of the competition.

RISING PAPER COMPANY

Housatonic · Massachusetts



ONE DAY CONFERENCE

(Continuing with Sumner)

the extra moment of time to make sure that the name is right.

Remember that a man's name is his proudest possession. It is the one thing that is exclusively his. How he hates to see it misused! I think I am pretty tolerant of direct mail, knowing as I do its many problems, and yet I cannot resist a feeling of resentment when I find my name misspelled or arranged in reverse at the beginning of a letter. Whatever that letter may be trying to sell me, it is immediately under an almost insurmountable handicap. In spite of all the advantages of personalizing letters, it is better on many lists to use an intriguing well-phrased running head arranged in the form of a salutation than it is to risk bad handling of a considerable percentage of the names.

Of course, trying to get the attention and arouse the interest of a business man who gets a great deal of mail every morning, is quite different from making a mailing to a list of consumers who get relatively little mail. When your letter is going to land on the desk of an executive along with forty or fifty other communications, you have a fight on your hands to get any attention at all. That is why it is so important to plan carefully in advance the means by which you are going to take your letter or folder or communication out of competition with all the other pieces arriving at the same time.

Save Executives Time

A few days ago a man came to a friend of mine for advice. He was looking for a position and he had special talents and experience which he felt would be useful to certain types of concerns. He made up a list of twenty executives and he wrote them a letter telling about his qualifications and asking for an appointment. Failing to get any results, he went around to make personal calls on these people but was unable to get by the first line of secretaries. So after two weeks he came to this friend of mine and told him about his problem. This friend asked him what he considered his time worth. He said, "Well, I have been getting ten thousand dollars a year." "All

right," said my friend, "You have spent two weeks, or four hundred dollars worth of time, without results because your message has never crashed through and made an impression on any one of these men. My suggestion is that you put into fifty words the most convincing message that you can about yourself and that you send a day letter by wire to those same twenty men. Telegrams are almost certain to reach them and a day letter is better than a night letter because it will be delivered when received and not have the competition of morning mail. Those day letters will cost you about forty cents each or eight dollars for the lot."

Well, do you know what happened? This man decided that he would not risk eight dollars, but he would pick the three best prospects and risk a dollar and twenty cents on them. The next morning he got a telephone call from one of these executives asking him to come and see him and two days later he was engaged for exactly the kind of position he wanted and at the salary he requested.

Now, I give you this example not at all on behalf of Western Union or Postal Telegraph to indicate that a telegram is better than a letter, but simply to indicate the vital importance when you are trying to reach business men of planning your communication so carefully that it will really get attention.

As an advertising agent, I get a great many pieces of mail from publishers. I confess few of these pieces get a thorough reading but I can tell you the ones that do get the greatest attention. They are those that come in not merely as a folder or a booklet or a reprint of an advertisement, but with a little personal note attached from the representative of that publication, the man who comes personally to our office in the interests of a specific account. Of course he does not send such a note with every piece of material which his publisher sends out, but if something is prepared which he feels will be of special interest to us and he writes us a note calling our special attention to it, he immediately does his employer a service and us a service by thus getting that mailing the attention it deserves. This practice could be more widely adapted by publishers in particular and if it is used with discretion it will get results.

On the other hand, there are certain pieces of mail not personalized at all which always get our attention. Those are pieces not necessarily elaborate, but so interesting in themselves that you want to read them. Merely as an example, I would cite most of the mailings that come from Time, Life and Fortune, especially from Time magazine. These people have a way of making both their subscribers and their advertisers feel that they are partners in the enterprise. They take you behind the scenes to tell you how they get the news, how they get their readers and who those readers are.

A Summary

It is my feeling that there are five ways in which mail going to business men can be made more effective and less wasteful and the same principles largely apply to all direct mail work:

1. Use great care in the preparation of the list.
2. Check the accuracy of that list frequently.
3. Get the name right.
4. Strive for attention value that will lift your mailing out of competition.
5. Make it interesting. Tell me, why should anyone—when they don't have to—read anything that is not interesting?

These cautions are as old as the hills—and as enduring.

The Industrial Advertising Picture

was well introduced (on time) by E. Scott Pattison, President of the Industrial Advertising Association, New York City. Ralph Hanes, in charge of advertising and sales promotion of the Mechanical Goods Division, United States Rubber Company, New York City, came through with flying colors.

Starting off with a Hellzapoppin kind of introduction that warmed up his audience, he said we'd come a long way from the good old days when red-hot selling copy in portfolios covering a two year's program was most of our job. Though now there's still an avalanche of printed matter, the objectives are different: His observations summarized:

Women in industry provide a new

audience for printed matter offering new products.

Manufacturers of consumer items are beginning to look to factories as a new vital market for their products because factories must buy many things they never bought before, or buy much larger quantities than ever before, because of the increase in the number of women in War Products production. Other opportunities for manufacturers of consumer items are being revealed—opportunities to help in the war effort by serving the industrial field. Wrigley's, for example are circularizing factories to show plant officials how gum chewing relieves fatigue, reduces time out, increases production time, etc.

Employee relations assume major importance; and better employee magazines provide a good way to better those relations.

Printed matter has a big job to do inside plants to increase Production, promote Health and Safety, Bond Buying, Salvage, Conservation, Car Sharing, Employee training, etc.

Work on jobbers, dealers, consumers is still important. But instead of selling, printed matter helps him get more service out of what he has; helps him select best available products; helps him apply present equipment to best advantage and helps him appreciate the difficulty of getting replacements.

Catalogs have to be briefer, more factual, more flexible. Here is a summary of suggestions:

1. Better indexing for speedier action in finding the exact products needed.

2. Looseleaf—Changes are coming through so rapidly that it is almost impossible to keep the catalog up-to-date. Therefore, a catalog must either be looseleaf or be such that it can be replaced very easily. Some people are issuing their catalogs in sections which can be combined in a looseleaf book.

3. Less pretentious covers are being used and elaborate bindings are going out the window. Catalogs don't last as long as they used to and these expenses are not justified.

4. More factual information is being included but more brief.

5. There are also better illustrations and more of them.

6. Better guides to correct uses. In days of yore you could write the manufacturer for more information, today time is more vital. Many companies are specifying direct from data in catalogs.

Ralph quoted the McGraw Hill list department as stating that average changes in lists ordinarily running about 20 per cent annually now run as high as 70 per cent in instances. (This, apparently, would apply to individuals rather than firms.)

THE REPORTER



PAPER

"task forces"

Like warships on a mission at sea, paper plays an important role in your customers' business.

Every department has its "mission" and requires a properly organized "task force" of paper. Whether accounting or promotion, advertising or production, each department's needs differ.

To keep materials flowing from machines, to maintain communication with customers, to retain the good will of distributors and consumers, you can select an appropriate "task force" from the great resources of the EAGLE-A Lines.

EAGLE-A Papers embrace Bonds, Ledgers, Writings, Bristols, Mimeographs, Offset, Book, Cover and Advertising Papers, as well as Technical, Industrial and Special Papers. You can recommend them with full confidence, for the EAGLE-A watermark has been the standard for paper excellence for nearly half a century.

AMERICAN WRITING PAPER CORPORATION
HOLYOKE, MASSACHUSETTS



What Do Consumers Think of Current Direct Mail?

Mrs. Barbara Daly Anderson, Director, The Parents' Magazine, Consumer Service Bureau, 52 Vanderbilt Avenue, New York introduced her "panel of Consumers" as follows:

MRS. JOHN INGLE, mother of four grown children; resident of Manhattan; until recently, lived for thirty years in Bloomfield, N. J. Hobby? A whiz at crossword puzzles.

MRS. RICHARD DuPAGE, our non-working homemaker and mother of two children, ages three and six; does all her own work; finds time to study music at her home in Forest Hills, L. I.

MRS. META SWYERS, our working wife and mother of two, ages one and one-half and eleven years; resident of Bellerose, L. I. Hobby? Two children, husband—and a job.

Mrs. Francis Bridges, no children, no job, married a year and active in

Civilian Defense work of Orange, N. J. Hobby? Learning how to keep house.

MR. S. B. WALKER, for our purpose, John Q. Businessman, strictly 3A with home and business in Hoboken, N. J. Hobby? Pipes.

Mrs. Anderson explained: "Our symposium is unrehearsed, although honesty impels us to admit that we all met, day before yesterday, to be introduced for the first time. We conversed over tea and sandwiches, Mr. Walker had a high-ball—and his pipe. We'd all been saving samples of direct mail, which we passed around and criticized. No one pulled any punches. Out of that discussion several really interesting points were made. Just to get the ball rolling, each one will answer a question and develop a point raised at that tea party discussion. We'll go right on from where we left off. Want to listen in?

Mrs. A.: Mr. Walker, we'll forget the amenities and lionize you first. As a business and family man, tell us what you like about Direct Mail and what makes you fighting mad.

Mr. W.: I like things to be direct and to the point, no frills. Here's a letter with my name at the top, in sweeping red brush-strokes. I resent that; its silly.

Mrs. A.: But Mrs. Ingle didn't agree with you on that point. Mrs. Ingle, how about it?

Mrs. I.: I know people who like that personalized salutation. It may look flamboyant to Mr. Walker, but I know women who have cut their names and pasted them in scrap books. At least it's attention-getting.

Mr. W.: I bow to Mrs. Ingle. As for what I do like—here's a conservatively written letter—sent first-class, by the way. I rarely bother with second-class mail. The letter in one brief paragraph tells me what a well-known magazine offers its subscribers. An attached memo elaborates on the message in the letter and this material I took home and read at my leisure.

Mrs. A.: Did you succumb to the appeal and subscribe?

Mr. W.: Not that time, but I probably will at their next appeal provided it also, is simple, terse and direct. I did buy a pipe once, sight unseen. But of course, I'm *always* in the market for pipes.

Mrs. A.: Mrs. Swyers, on the other hand, told us over the tea-cups, that her resistance to direct mail broke down only after a year's steady flow of mail from a certain manufacturer. Would you elaborate on that, Mrs. Swyers?

Mrs. S.: I believe frequency of appeal—plus samples—helps. For over a year a baby foods' manufacturer sent me weekly letters, with samples of cereal every so often. I welcomed the samples and eventually went out and bought the cereal. But a year later the letters and samples began again. That seemed wasteful. They'd already sold me.

Mrs. A.: Can you blame them, Mrs. Swyers. After all, with the rising birth-rate maybe they thought it was about time for your William to have a little brother.

Mrs. S.: Heaven forbid!

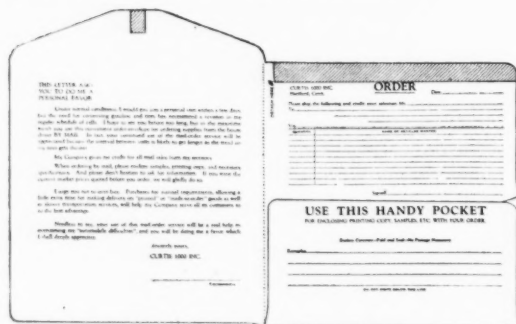
Mrs. A.: Mrs. DuPage made some good points the other day. Would you talk to them, Mrs. DuPage?

Mrs. DuP.: I agree with Mrs. Swyers that samples, where there are children, always appeal. But I resent receiving notices about diapers, for instance, when my children are out of the diaper stage.

Mrs. A.: In other words, you wish advertisers would keep their lists up-to-date.

Mrs. DuP.: Yes, and another thing, I wish they wouldn't appeal to my vani-

USE SELF MAILER COMBINE-VELOPES TO FILL IN BETWEEN SALESMEN'S CALLS



This single unit combines (1) a letter, telling about less frequent salesman's calls because of the tire and gasoline conservation; (2) an order form, providing a convenient means of ordering by mail; (3) a return envelope, for enclosing samples or miscellaneous instructions.

Ask For Samples

SAVE TIRES AND GASOLINE—USE THE MAILS

CURTIS 1000 INC. 342 Capitol Ave. 1000 University Ave. 2630 Payne Ave.
Hartford, Conn. St. Paul, Minn. Cleveland, Ohio

ty. Some direct mail is just too smart. A book club tried to get me to buy books with a letter that assumed my tastes were jaded and sophisticated. They poked fun at sentimental things like love and family, implying that once you'd tried all that there was nothing left but books. I resented that.

Mrs. A.: In effect, then, Mrs. DuPage, you felt that the writer of that letter was either so pleased with the flow of his own words that he failed to reach you, or, that he was appealing to a sophisticated clientele and you don't consider yourself sophisticated. Possibly a good example of waste effort. And now, Mrs. Bridges. Let's hear from you.

Mrs. B.: Department store direct mail has my vote. I think other advertisers could take tips from them. I like the fact that they often send samples—swatches of fabric or writing paper.

Mrs. A.: Incidentally, this entire group of consumers was warm in its praise of department store direct mail.

Mrs. B.: The art work and color attracts attention. Announcements of sales are direct and to the point—price featured prominently, usually a photograph, space to check size and color desired, if it's a slip or stockings, for instance. Everything made easy for you to order at once by phone or mail.

Mrs. A.: Mrs. DuPage liked that form of advertising too. Tell us your experience with the rug ad?

Mrs. DuP.: I got one of those double post-cards which we all like because you can open them with a flick of the thumb. On the outside it said: \$4.95—Shampooing. Cleaning. Repairing." Inside the service was explained more fully but briefly. I answered that ad and have used the company ever since.

Mrs. A.: Mrs. Bridges, this example of a direct mail piece you received looks as though you are in the market for diamonds. Are you?

Mrs. B.: Hardly. I could have been put off by an ad from a jeweler. But my eye caught this in large type, "Take Care of the Things you Have." So I stopped to read all about the jeweler's repair services because he'd used a thrift appeal that's very much on our minds now.

Mrs. A.: Mrs. Ingle has something to say about envelopes.

Mrs. I.: I've been opening mail for thirty years. A colored envelope always catches my eye—especially if it's handwritten. Although I don't object to typewritten envelopes as I once did for now it is generally accepted for social as well as business uses. I hate to be fooled though. I want the manufacturer's name on the outside.

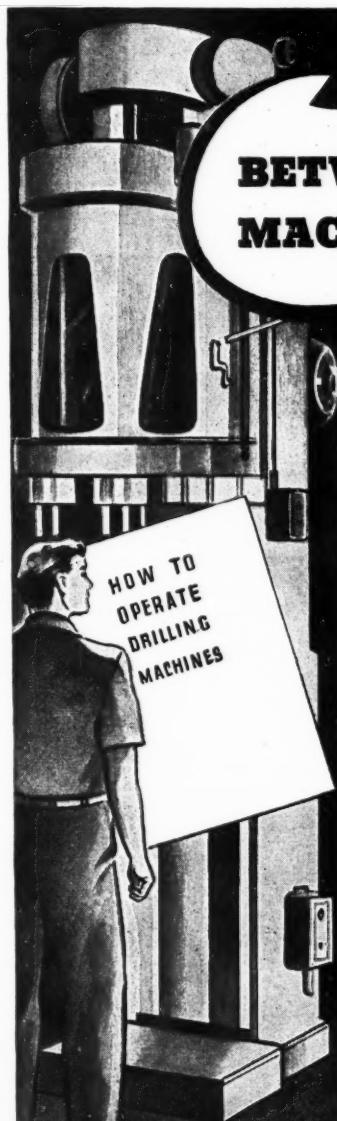
Mrs. A.: You told us you'd thrown away some perfectly good theatre tickets once, thinking the envelope was a circular.

Mrs. I.: Yes, I did. However, I object to the word "Free" on an envelope. It makes me suspicious. I also resent "To the Housewife." It's too impersonal, and I don't like too much reading matter—a long preamble—before the writer comes to the point of what he's selling, and how much.

Mrs. A.: Our time is up. To sum up the thinking of this group, we all agreed that the old newspaper technique of what, where, when, why and how could very well be applied to many pieces of Direct Mail. If interested at the moment, the consumer will buy. But make it as easy for her as possible.

Reporter's Note: That completed the smooth running morning program. The delegates were given exactly thirty minutes to get whatever they wanted to get before going up-

stairs to the ballroom for the 12:30 luncheon. Our cover carries the picture of that luncheon. At the head table—for the first time in history (to our knowledge) was a representative of every Association or group connected in any way with the use or production of Direct Mail. That, in itself, made it *sensational*. Incidentally, the meal was good too, which is another *sensation*, for a "convention luncheon." But let's get along with . . .



BETWEEN MAN AND MACHINE THERE'S A MANUAL

No matter what the machine . . . from an office business machine to a great Goliath in the mill . . . someone had to learn about it from a manual.

With thousands of "trainees" in every line of business today, instruction booklets, parts lists, every sort of printed matter is getting harder use, and has to last longer.

For your jobs of this nature you need the long wearing, soil resisting, tough but printable qualities of

KROYDON COVER

Available in two practical weights, two economical sizes and a complete range of colors. Companion lines: Twiltex Cover, Leathercraft Cover. Write for samples and complete information. Made by "THE COVER PAPER MILL"

HOLYOKE CARD and PAPER CO.
SPRINGFIELD MASSACHUSETTS

WHAT'S AHEAD FOR BUSINESS

Paul T. Babson, President, United Business Service, Boston started off by promising to talk of three things

First, I am going to discuss the near-term business outlook, for say the coming six months, and then I have a few things I want to say about the longer-term picture as I see it. If I succeed in getting through all that before my time limit expires, I may also have a few comments on a subject which I have been asked *not* to talk about.

For thirty minutes, Paul Babson gave his usual type of sound and thorough analysis. His points can be summarized as follows:

1. We face the prospect of a long and hard war because of the military strength of our enemies, and because no "compromise settlement" is possible between doctrines of racial supremacy on the one hand, and human rights and freedom on the other.

2. American industry must be organized to function as a unified team for total war. Production and distribution must be fully controlled and directed toward that end.

3. In a war economy, capital invested in the ownership of productive facilities—"equity" capital, (which means common stocks)—although heavily taxed and operating under many restrictions and difficulties, will, in general, fare relatively well. It will not be confiscated.

4. "Fund" capital, however—bonds, mortgages, notes, payable in dollars, as well as cash and bank deposits—will shrink in real value (purchasing power) as the war becomes more extended. Thus the buying power of fixed interest receivers, including charitable and educational institutions, will be reduced.

5. Labor, which in recent years has become a rather "privileged class," can-

not long be exempted from governmental control. As I said before, workers, as well as soldiers and business men, will be told what they must do in the national interest.

His concluding remarks are important for this record—

All of this works in the direction of a totalitarian regimentation and a leveling socialistic process, which Americans, in general do not like. It is one of the things we are fighting against.

And there is a very real danger that many of the results of this war time process, will persist after the war. Obviously, the direction of these changes are toward a socialistic order of some sort—it is the world wide social revolution knocking on our door—but I, for one, do not believe we are headed for state socialism by any means.

Instead, I expect to see a new and distinctly American type of national economy—a sort of mixture—with Democracy at the base—private enterprise, private investment and profits still continuing—but heavily taxed and controlled from a political top.

Business, Labor, and Government will all participate together in a sort of "Socialized Capitalism" which may prove to be a rather good thing if the transition can be kept gradual.

And then Mr. Babson sat down. But Leonard Raymond from Boston wasn't satisfied. He shouted above the applause, "But, Mr. Babson, what was that third section of your talk about a subject you weren't supposed to talk about?"

Said Mr. Babson, (feigning embarrassment to his stooge in the audience)—

Oh yes—I almost forgot about my forbidden subject. Well it's "Direct Mail" and I'm going to say a few things

about it whether anybody likes it or not.

It isn't that I think I know any more about D.M. than dozens of other people here in this room, but rather because I have a feeling that some of those present *need* to be talked to about D.M. and be talked to like a Dutch uncle.

Some of you are still viewing D.M. in its normal peace-time light, and you are thinking that the war is likely to trample D.M. to death, as it has some other peace-time industries. Well, that *could* happen, but it need not happen if the D.M. industry will keep on its toes and take advantage of the changing needs of a combined war and civilian economy.

First, let me say that any talk about this country going to a "100% all-out war economy" just fails to recognize the basic facts involved. Such a thing hasn't happened in Germany or Japan and it won't happen here. This means that no matter how long the war lasts, there will still be a very substantial civilian economy to be supported in this country, and this civilian economy will continue to require the use of D.M. as it always has in the past. As a matter of fact, that use will be intensified in many respects by war conditions, because there will be less manpower available for the normal run of sales work, and as gasoline and rubber grow scarcer, the *postman* can "rush in where salesmen fail to tread," so to speak.

I grant, however, that these "hold-over" peace-time uses will not fully support the D.M. industry. But that does not mean that D.M. has to pull in its horns for the duration—nothing of the kind. It merely means that D.M. must "re-tool" for the new conditions of a war economy the same as other industries have re-tooled to make machine guns and shell cases.

Now don't think I'm going to suggest that your multigraph department be converted over to the job of turning out paper bullets. That isn't it at all. But D.M. is essentially a *working tool*, much the same as a lathe or a die press. Like these machine tools, D.M. has little value to society *in itself*—it's only excuse for living is because of what it can do. And don't think for a minute that D.M. hasn't "a job to do" in a war-time economy. It has lots of jobs to do.

As I suggested a moment ago, D.M. has first the assignment to keep as many peace-time products and services flowing through the channels of distribution as is possible under war conditions. No war economy can survive for long, if it does not have the foundation and strength of a continuing civilian economy to support it. This means that D.M. still has a big job to do in carry-

*Oh My! We took above from Paul Babson's notes . . . and forgot to change his "D.M." abbreviation to *Direct Mail*. In interest of economy we won't reset.

HOW TO TAKE A WEIGHT OFF YOUR SHOULDERS

for Results



Mc Graw-Hill
DIRECT MAIL LIST SERVICE

Maintaining your own mailing list under present operating conditions is a tremendously difficult assignment. 70% of the men controlling purchases in industry are new to their jobs this year. And war-time shifts in purchasing power are affecting mail order markets almost as greatly.

Conserve badly needed time and manpower by testing your next mailing over McGraw-Hill Industrial or Mail Order Lists. Check for productivity, economy, and convenience. Watch for better results without the strain of daily list maintenance.

Ask for data today. No obligation.

DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.

330 West 42nd Street

New York, N. Y.

ing on this supporting civilian economy.

But it has war-time jobs to do as well. Jobs that either didn't exist, or were far less important before the war. In the forefront, I have in mind the promotional jobs that are needed for the so-called "Victory projects," such as the sale of war bonds, the stimulation of all productive effort, the added public emphasis that must be placed on accident prevention, fire prevention, adequate nutrition, health habits and a dozen other things which will readily come to your minds.

Beyond these rather obvious war-time jobs, there are many new problems developing in the business world because of war conditions, and most all of them create some sort of a job for D.M. to do.

A manufacturer's *output* may be "sold out" for the duration, but his *product* should never become "sold out" so far as his dealers or his customers are concerned. So there's a big job in what might be called "advance post-war selling" which needs to be done from now until well after the end of the war. D.M. can't do the whole job, but it can, and should, do a large part.

In many industries, *human* salesmen have been turned into "Servicemen." Well, D.M. salesmen can be turned into "Servicemen" also. D.M. can do a continuing job of institutional selling, and can explain in friendly and understandable terms, not merely why orders cannot be filled, but it can give dealers and customers tangible and helpful suggestions as to substitutes and better maintenance methods which will help them carry on through the war period.

If I were a manufacturer, whose output had been restricted or taken over by the Government, I would lay awake nights thinking up reasonably credible "excuses" for writing to my dealers and customers in some pleasing and helpful manner. Such efforts will pay big dividends for many years after the war is over.

The D.M. *industry* can stimulate that sort of thinking and action on the part of businessmen, and in so doing, it will be serving not only itself but the country as a whole.

Again I say, D.M. is a working tool—a working tool of many possibilities. Some of us here in this room have spent the better parts of our lives in developing its peace-time uses, now let's throw in the full weight of our experience and technical knowledge to make D.M. do the very best job it can during this critical war emergency. That is what I have to say about D.M.

NOTES ON NEXT FEATURE

The discussions by David Beard and Charles A. Strotz are too important to be briefed within confines of this issue. So we've asked both to write their ideas down in detail. We'll have a more complete report next month.

THE REPORTER

THE MAIL ORDER ROUND TABLE

John R. Price, Circulation Manager, Christian Herald Publishing Company, New York City managed to get his panel going *only ten minutes late* . . . and that was good after the hullabaloo of the biggest luncheon meeting the Direct Mail crowd has had since Kansas City (1935). It is difficult to report an extemporaneous discussion panel—but here are a few highlights.

Walter F. Grueninger, Business Manager, Survey Graphic and Survey Mid-monthly, New York City—

Mail order subscription business is good, on the whole, for magazines in the social-economic field such as Survey Graphic, Common Sense, Common Ground, The Nation, New Republic, Harper's Magazine, Yale Review. Readers want to know what the future holds and these magazines try to tell them. The most successful copy appeal I use on Survey Graphic runs like this:

Ten months ago life was relatively simple. Today with rationing, War Bonds, priorities, the draft, troops

abroad, life has become so complex it is essential you know what lies ahead. Only when you know can you confidently plan for your home, your business, your community. So far as any human can foretell the experts who write for Survey Graphic know in which direction our country is moving for they penetrate through superficial headlines to basic social and economic factors. Their analyses, interpretation, and forecasts are yours during critical months ahead at a special introductory rate, etc.

The Survey Graphic campaign that sells subscriptions at introductory bargain offers of \$2 and \$1 consists of a 24 lb. white letterhead multigraphed in two colors on two sides, a two color circular of the same size, an order form and business reply envelope—a campaign costing about \$30 a thousand. I have never mailed any campaign more elaborate than this in which the extras have paid for themselves. For example: a recent test of personally typed letters vs. multigraphed letters—the first mailed first class, the second third class—showed the typed letters produced fewer orders than the multigraphed. A letterhead and a second sheet are not now producing as many

WILLIAM FEATHER, Editor

A few companies, not competing with present users of his writings, can employ William Feather as editor and printer of their house organs.

House organs edited by William Feather are among the most eagerly read publications in the business world. They have been published continuously for twenty-five years.

At this time, when so many employees are in the Service and when so much of the Nation's energy is in the War, the house organ is the ideal method of communicating with customers who cannot be adequately served at this time.

Under our plan, the service is economically priced and is performed with a minimum of attention on the part of the buyer.

Samples and details will be supplied on request.

The William Feather Company

812 Huron Road

Cleveland, Ohio

orders as a letterhead multiprased on both sides. On the other hand a one page letter does not produce as many orders as two pages. In some tests a circular doesn't pay for itself. Remember we operate on the basis of getting back in orders \$30 for every \$30 we spend in the campaign.

If you can hitch your appeal to the desire of Americans to learn what lies ahead—and dress it up economically—you'll ring the cash register.



Stay on the UP and UP

These are days when **DIRECT MAIL ADVERTISING**—intelligently conceived and masterfully executed—will bring greater results than ever before.

Our creative staff minds your business...understands your problems and knows all the answers. We have the brains and brawn to plan your program and see it through from visual to victory.

Before you make your advertising plans, call us...we'll gladly discuss your particular Direct Mail Problems: Creative Work, Market Analysis, Production, Mailing Operations.

D. H. AHREND COMPANY
Specialists in Direct Mail Advertising
52 DUANE STREET, NEW YORK
WOrth 2-5892

THE DIRECT MAIL ROUND-UP

Henry Hoke, *this reporter*, got started on the 10-minute-late afternoon schedule. Here is a summary of his panel.

Horace H. Nahm, President, Hooven Letters, Inc., New York City—

Pointed to line of exhibits of Direct Mail Advertising in back of speakers platform and commented that not a single example of the letter form was shown—also suggested a look around at the exhibits on the walls outside the hall—all printed advertising—not a single example of the letter form of direct mail. Then he said:—

"Yet the letter is the fundamental form of all direct mail—it was the first type of direct mail and remains today the outstanding first choice numerically speaking.

Lynn Sumner in the morning session talked about the business man's reaction to direct mail and in his discussion said the thing we all know—that when the morning mail is placed on an executive's desk, the personal letters are placed on top, then direct mail letters and on the bottom the printed direct mail. Letters inherently receive top of the pile attention.

Fundamentally a letter is a communication from one person to another—and that is the standard of all letters—the personal communication. In preparing letter copy, no cleverness can substitute for the sincerity and directness of the personal letter approach.

The personal letter approach is not an attachment to a fixed form of opening—but rather an attitude of mind—faithfully adhered to in developing the copy.

Letters take various forms—the highest type is the individually typewritten personalized letter—and they range all

the way down the line to the letter with the "Dear Reader"—salutation, but when the letter is personalized, or has a running head to simulate a fill-in, the oldest fundamental advertising formula offers a check on its correctness—(1) attention; (2) interest; (3) desire; (4) conviction; (5) action. Shuffle them around—but always have the No. 1 and No. 5 items in their places—omit No. 1 and No. 5 and you omit the purpose of the letter.

Letters supply the Personality Quotient to direct mail—the "me-to-you" part of it—printed advertising has many functions, but the projection of personality is one function only the letter can perform. Many pieces of direct mail could be multiplied in effectiveness if a letter or a memo or a note or what you will, brought it out of the general into the personal.

Letters offer a flexibility that nothing else offers—produced in the briefest possible time cycle—selective—because small groups can be appealed to specifically—and large groups can be reached quickly.

One of the problems that may be imposed on the advertising manager or direct mail manager is symbolized by the poor display quality of a letter. Executives like to admire a fine printed advertising piece, but on the receiving end an executive has seldom said—"I do not read letters that I receive"—but he may bolster his sense of self-importance by passing briskly over printed pieces—although this represents a tendency rather than a fact, because good printed advertising gains attention by its appearance.

The real approach to any direct mail problem as far as the selection of form or media is concerned, is to state the problem to be solved.

Are we trying to reach top executives, medium executives, housewives, chief engineers, etc. etc.?

Has our story a pictorial side that must be put across?



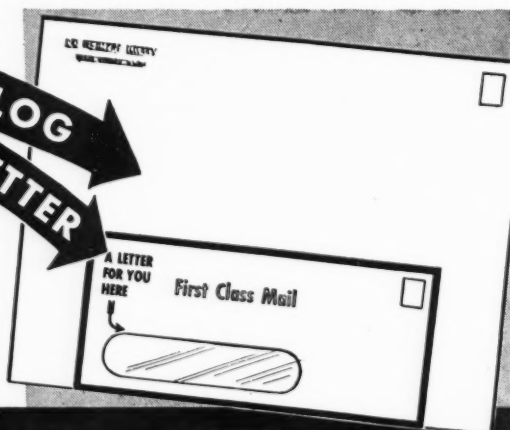
Both reach your prospect at the same instant—best time for your sales letter to get across its selling punch. Ask for samples and prices.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

CATALOG ENVELOPES FOR EVERY PURPOSE



Are we getting inquiries?

Are we making sales complete by mail?

Do we need a response medium in the form of a return card, etc.?

Is the unit value of the sale high or low?

Should the person normally expect a personalized letter in the matter—or is a general letter enough?

And then there is the letterhead—an integral part of the letter—should it be obviously high grade or obviously cheap. Should it be plain type—should the trade mark, the product, the process be featured. Should it be engraved, lithographed, printed—the answer is that it should be in keeping with the requirements of your prospect list and your company's product and method of doing business. It is a projection of your company in the morning mail.

The answer to these and many other questions will set the stage for the answer to the question—should I use a letter—and the next one—what kind of letter should I use? Should it be automatically typed, processed or multigraphed, filled in, running head—"Dear Friend" salutation, plate signed, pen signed, first class, third class, metered, stamped, window or plain envelope—all of these questions should be answered to attain the type of letter needed for a particular job.

Letters offer the outstanding first choice for all direct mail problems—complete flexibility as to copy—length—degree of personal appeal to timing selectivity—either alone or in combination with other material.

Donald Macauley, of S. D. Warren Company, New York—

Employee house organs are increasing. Publishers and groups like the House Magazine Institute and several of the suppliers in the graphic arts (Ed. Note: Don modestly forgot to mention that S. D. Warren has just issued a wonderful new text book on House Organs) have sensed this trend and again are putting out material to help editors plan and produce such publications.

An employee house organ is an effective means for maintaining communication between management and employees, thereby creating a better understanding.

In wartime, employee house organs take on even greater importance. Plant and factory newspapers and magazines aid in building the morale of workers, new and old; and in accelerating war production; and in instilling in all, the vital importance of an American victory.

Mrs. Lucile H. Shoop, Advertising Department Copy Chief, The Christian Science Monitor, 1 Norway Street, Boston—

Public relations advertising is infinitely more important than is seen on

the surface. A great deal was said at the conference about public relations advertising, but no one touched on what it was or its vast possibilities.

Public relations advertising could be used in direct mail as well as in other media for the building of tomorrow.

We are facing a tomorrow that will bring us a vast industrial renaissance. We will enjoy not only the prosperity and comforts we have known in abundance, but also new advancements that will be brought us from the many new products and developments such as bakelite and tolual etc. Vast markets will be opened up to us through the world, as without a doubt Europe is looking to us, and will need our products, and will buy them in quantities, endeavoring to establish with us a basis of exchange for their products, so that they will have the wherewithal to buy ours. However, as has already been shown by South American industrial relations with us, we must build this exchange of industrial prosperity on the solid foundation of understanding and friendship. We must unite with other groups, other communities, and even other countries through mutual understanding, appreciation, respect, and confidence. It is largely upon the shoulders of the advertising profession that this important industrial foundation be rightly laid and laid now, through public relations advertising.

When our sons come back from the front, what can we tell them when they ask us what we have done to aid in establishing permanent peace and prosperity if we do not now build an industrial prosperity on the foundation of respect, understanding and good will? And if we do not prepare a firm foundation for this structure of economic prosperity, or this great economic renaissance, we will have to meet again the problem of another gangster group that will take hold of this vast material power and again utilize it to wreck the world.

Theodore O. Yoder, Financial Secretary, National Society for the Prevention of Blindness, New York City—

Very frequently when I am introduced to anyone as the Financial Secretary of the National Society for the Prevention of Blindness, the person to whom I am introduced heaves a long sigh and expresses his thankfulness that he doesn't have my job. The fact of the matter is that he just hasn't had enough experience to realize what a grand job it is.

I had prepared a different approach for today's meeting, but when I found so many of my colleagues in the fund-raising field were also present I changed my mind as to what I would say.

I think that most of you in the commercial field will be surprised that there are so many people engaged in raising funds by mail. Instead of telling you what I have learned from the various people with whom I have talked in preparation for this meeting, I am going to ask my colleagues if they will



"Rippon Blades give you a faster, smoother shave..."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.

Direct Mail Product wanted

Our widely known product, the Montamower, being made of metal, is a war casualty. We are interested in a new or established product of real merit selling from \$5 to \$15 or higher (not subject to material restrictions) which our well trained organization can successfully sell by mail to consumers responding to substantial advertising in the best type of national magazines. Will consider salesrights or finance manufacture and sales. Please do not send samples unless requested. Address correspondence to H. B. Montague, Pres., Montamower Distributing Co., 609 Houseman Bldg., Grand Rapids, Mich.

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00
Special Two Year Rate \$5.00

THE REPORTER
17 EAST 42ND ST., NEW YORK CITY

As Required By Law

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 23, 1912, and March 3, 1933 of THE REPORTER of Direct Mail Advertising.

Published monthly at New York, N. Y., for October, 1942.
State of New York, County of New York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared Henry Hoke, who, having been duly sworn according to law, deposes and says that he is the owner of the magazine, *The Reporter of Direct Mail Advertising* and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher, editor, managing editor is Henry Hoke, 17 East 42nd Street, New York, N. Y. That the names and address of the business manager is Henry Hoke, 17 East 42nd Street, New York, N. Y.

2. That the owner is: Henry Hoke, 17 East 42nd Street, New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning 10% or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

HENRY HOKE

Sworn to and subscribed before me this 6th day of October, 1942.

Lawrence F. Dunn, Notary Public. Commission expires March 31, 1943.

co-operate with me by standing up and raising their hands and answering several questions which I will ask them.

First of all I wish to ask "Has the war affected your efforts adversely?" (Only one or two out of some thirty people raised their hands.)

"In comparison with mailings a year ago, have you noticed a proportional increase in the response to mailings in recent months?" (Almost everyone raised his hand.)

"Are you planning larger mailings during the next few months?" (Except for one or two people, all hands were raised.)

"Do you plan to continue raising funds by mail?" (Everyone replied enthusiastically "Yes.")

(After everyone had been seated I went on to remark something as follows.)

One agency with whom I spoke is planning to mail 500,000 letters this next Easter as compared with 400,000 letters in 1942. An agency which mailed 6,750,000 letters in December, 1941 is planning to mail 7,500,000 this fall and expects to increase the return from \$7,500,000 to \$8,000,000. On the basis of my experience I predict that the amount of the average gift will be reduced but that many smaller gifts will be obtained and letters will play an increasingly important part in raising funds for philanthropic purposes.

Despite the fact that more and more funds for philanthropic purposes will be raised through the medium of war chests which will employ the methods of personal solicitation developed and used widely by community chests, mail appeals will be used on an increasingly larger scale to augment and follow up the usual personal solicitation efforts.

One of the things which impressed me most as I was gathering material for this talk was the evidence that those engaged in raising funds by mail have made great strides in perfecting their techniques, and are intelligently striving to raise their standards and increase their efficiency. This development is most encouraging and one which I hope will continue at an ever faster pace.

As a result of this meeting here this afternoon it is my hope that the fund-raising field will receive the recognition it deserves.

Reporter's Note: This brief and fiery demonstration by Ted Yoder was one of the dramatic highspots of the day.

Edward N. Mayer, Jr., of James Gray, Inc., New York City and President of the Mail Advertising Service Association—

Post Office service today, although not being legally curtailed, is still facing the same manpower problem as is all American industry.

The Post Office in certain localities has reduced the number of residential deliveries and also the number of pickups made at mail boxes.

Mail generally, because of the transportation problem, is taking a little longer to be received, and probably, as time goes on, will be even slower in delivery.

There is, however, absolutely no truth in current rumors that Post Office service will be curtailed.

It is a safe assumption that if manpower becomes less and less, deliveries will become slower, pickups fewer and all in all the Post Office Department, operating one of the largest businesses in America today, will be forced to slacken but never to eliminate its excellent service.

Ross Purves, Assistant Manager, Saturday Night Press, Toronto, Can.

—reported on how Canadian Advertisers are meeting war problems. On account of importance and scope of subject we are getting from Ross a complete manuscript for the next issue.

Nicholas Samstag, Promotion Manager, Time, Rockefeller Center, New York—repeated his plea that Direct Mail should have a new name (previously discussed in *THE REPORTER*). Nick claims, and rightly so, that Direct Mail is not always *direct* . . . it is not always *mail* . . . it is not always *selling*. Lucile Shoop in her four minute talk showed one of Direct Mail's most potent functions . . . *public relations*. Nick Samstag urged the audience (agreeing with Horace Nahm) to pay more attention to *letters*. He urged them to consider their Direct Mail (by any name) as *correspondence between individuals* "to state a case" . . . "to build goodwill or future business."

The Direct Mail Round-Up ended exactly in the scheduled one hour.

The Graphic Arts Victory Campaigns Committee

Edson Dunbar, Sales Promotion Manager, Crocker-McElwain Company, Holyoke, Massachusetts, temporary chairman of Committee, presented the plans for an industry wide public relations program, which now has the approval of the WPB. The objectives are:—

Objective No. 1.—To Coordinate all printing efforts to aid the Government in winning the war.

Objective No. 2.—To act as liaison between Government and industry by

interpreting the objectives of various Government agencies (as represented by the announced publicity campaigns of the Office of War Information) via the printed message.

These Victory projects are divided into three classes:

1. Point of Sale

Price control.
Rationing.
Anti-hoarding.
Cessation of extra services.
Car pooling for shopping.
Maintenance of consumer goods.
Truck Conservation.
Anti-Inflation.

2. Industry

Production drives.
Manpower.
Food for health-Nutrition Campaign.
Employee morale.
Power conservation.
Car pooling for workers.
Salvage.
Maintenance of durable goods.
Safety.

3. General

War Bonds and Stamps.
U.S.O.
Army and Navy Relief.
United Nations.
Post-war aims.
Civilian Defense.
The enemy.
Recruiting.
Hush-Hush.
Pan-American.
War Chests.
Victory Gardens.
The minorities in the United States.

Objective No. 3—To show what constitutes essential advertising, by using the Treasury Department's ruling as to types of advertising expense deductible from income taxes.

Objective No. 4—To channel all future printing toward winning the war. This can be accomplished by directing all planning and creating along these lines.

The Program can be summarized as follows:

Point No. 1—To aid the Government agencies in developing effective follow-up and tie-in material for all newspaper, magazine and radio Victory campaigns that may be conducted.

Point No. 2—To effect this aid by establishment of a Printing and Lithographic Council similar to the Advertising Council and to work with that body.

Point No. 3—To show printers and lithographers how their customers can tie in their advertising copy to the Government themes.

Point No. 4—To accomplish all program objectives by instituting an industry educational program using trade journals, advertising and business publications, club and association bulletins and direct mail pieces syndicated for regional groups.

Point No. 5—To weld the entire industry into one unit to aid the Government by the creation of an Advisory Board which will be representative of the Graphic Arts and will direct the foregoing program.

In brief—The Committee has organized (Now WPB approved) an industry wide public relations and publicity drive. It will show by advertisements in trade and business papers, by Direct Mail to executives, by syndicated material supplied to producers for mailing to executives . . . how printed advertising can be used by business to help the Government promote the very necessary Victory projects. It is a big job . . . an important job. The whole industry seems to be behind it. Progress is being made. Watch for further developments.

The Direct Mail Leaders of 1942

The wind-up of the one day conference was handled by Chet Sloane, Promotion Manager of Newsweek Magazine, New York City, who acted as master of ceremonies, assisted by two black-gowned and "mortared" young ladies. J. A. Welch, President of the Advertising Federation of America and Vice President, Crowell-Collier Publishing Company, was Chairman of Board of Judges and submitted his brief report and list of winners selected by himself and J. M. Mathes, President, J. M. Mathes, Inc.—Irwin Robinson, Executive Editor, Advertising Age—H. E. Riggs, Advertising Manager, Strathmore Paper Company—L. Rohe Walter, Ad-

PHYSICIANS IN THE ARMY

We can furnish the names and correct addresses of 7,500 Physicians who have entered the Army since preparations for war were started. These names are revised at least once a month from Postmasters' reports and direct correspondence. If interested, write for price and details. The names of Physicians entering the Service are removed from our regular mailing list daily as new information is received. The present count of all Physicians under 69 years of age in active private practice is 112,000.

Fisher-Stevens Service, Inc.
183 Varick Street New York, N. Y.

CLASSIFIED ADS

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

DIRECT MAIL SERVICE

CASH COAXING sales letters, literature, campaigns, planned and written by former Promotion Manager, Macfadden Publications. Long, diversified experience, books, merchandise, publishing, mail order, house organs. Investigate! Finkel Advertising, 1013-R South Los Angeles Street, Los Angeles, California.

EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

A RESPONSIBLE POSITION OPEN—CAN YOU QUALIFY?

A large middlewest insurance company needs experienced young woman as Assistant to Advertising Manager to handle direct mail. Excellent opportunity. Must be willing to locate in a medium sized town. Send complete information to Box 101. THE REPORTER, 17 E. 42 St., N. Y. C.

LETTERHEADS

If you want a BETTER LETTER HEAD contact Frederick Scheff, Author "Letter-head Design," 68 Nassau St., N. Y. C.

MAILING LISTS

UNLIMITED COVERAGE of "buyer" and prospect lists. Tested, and exclusive classifications. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Mich.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph. Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POSITION WANTED

DIRECT MAIL copy and layout man. Tops in publishing, retail, service fields. Twenty years' experience in pushing door bells, and pushing a pen. New Yorker, college graduate, 43, married, children. Part, full time. Box 102, Reporter, 17 E. 42nd St., N. Y. C.

vertising Manager, The Flintkote Company—J. C. Chasin, Circulation Manager, Printers' Ink—R. D. Chase, Circulation Promotion Manager, Aero Digest—and Professor Dale Houghton, Department of Marketing, New York University.

Chet Sloane and his assistants then presented certificates to the fifty winners.

See DMAA bulletin (or write 17 E. 42nd St.) for list of winners and the 16 plaque awards. Next month we will have a story on the *Newsweek* campaign which won *The Reporter* plaque for "good showmanship."

DMAA Business Meeting

The following men retired from the Board of Directors, their terms having expired—

Rohe Walter, Alexander Thomson, Richard Messner, Frank Egner, John Ladd and R. H. L. Becker. Their work was well done. The whole Direct Mail field owes them a sincere debt of gratitude for a hard (and sometimes thankless) job. The following were elected to the Board:—

Frank Gerhart, Champion Paper & Fibre Company, Hamilton, Ohio; Edward N. Mayer, Jr., James Gray, Inc., New York; G. Lynn Sumner, G. Lynn Sumner Advertising Agency, New York; Charles A. Strotz, Southern States Iron Roofing Company, Savannah, Georgia; B. V. Jones, Link Belt Company, Chicago; Elon Borton, LaSalle Extension University, Chicago.

After a long and hard day, it was impossible to hold or collect a quorum of the new board—so election of officers was delayed for further discussion and a mail vote.

* * *

Never before in Direct Mail history has so much information and excitement been jammed into eight short hours. The usual convention "hilarity" was missing . . . although a few room parties developed. In the corridors and lobby the departing delegates were unanimous in their praise of the program and the smooth handling by Secretary Jane Bell. One fellow was heard saying "Maybe this means the end of three day conventions . . . I got more today than I ever got before." Everyone had words of praise for the hard-

working schemer of the one day conference . . . Dick Messner of E. E. Brogle Company, DMAA Vice President who was Chairman of the New York Committee. Felix Tyroler, executive secretary of the New York Mail Advertising Service Association, who handled publicity, came in for his deserved share of praise.

The silent, unsung hero of the Conference was Charlie Morris of J. E. Linde Paper Company. Charles designed and supervised the production of the mail campaign. He originated, planned and supervised the early-morning telephone round-up. He collected, assembled and prepared the packets containing fifty (plus) specimens of wartime Direct Mail which were available to all delegates. He attended all the planning meetings and assisted Dick Messner in rounding up most of the thirty-three co-operating graphic arts and advertising associations. He was too busy even to be at the head table to take a bow. So Charlie . . . *please bow now!* ! !

It was a good day. It gave hope and encouragement to many bewildered people.

There wasn't much humor in the day—but *this reporter* got a laugh after it was all over. Late in the evening, some of us went up to visit Leonard Raymond's room. Previously the center of buzzing activity . . . the door was now locked. Leonard had checked out. John Sweet had gone back home to his wife and brand new baby girl. Stuck to the door was what looked to be a note. We pulled it off . . . thinking to mail it to Boston. On the visible side of the paper was written—"Dear Leonard" . . . and nothing more below it. On the back of the 10" x 6½" sheet was a large printed slogan issued by The Taylor & Greenough Company, Hartford, Connecticut. It read—"Don't Worry—Everyone's as Baffled as You Are."

And *that*, my friends, was the end of the Conference. Not exactly fitting perhaps, but . . . well maybe it was. We all have a hard fight ahead; we all must fight from day to day to know what we are doing and which way we should turn; we are all in the same boat together. It may be *baffling* . . . but good fighting will see us through.

H. H.

ADDITIONAL HIGHLIGHTS

□ **WHAT'S THIS DEPARTMENT!** The Triangle Hosiery Company of High Point, North Carolina has a mimeographed form letter which is sent to those who send them Direct Mail Advertising. It reads:

"Gentlemen: Due to the lack of space in our Post Office box and to the ever-increasing volume of mail which we receive daily, we are going to have to ask that you discontinue sending us your circulars. There simply is not room in our box for these, and we will, therefore, appreciate it if you will drop our name from your mailing list. The mail which you send to us is addressed as follows:" (fill-in.)

The letter is signed by F. H. Gray, Secretary.

The Reporter has commented repeatedly on this absurd procedure. How does Mr. Gray decide what pieces of mail are necessary or unnecessary? Doesn't Mr. Gray realize that by discouraging the use of the mail, he is indirectly injuring the efficacy of the mail sent out by his own company? Surely the Triangle Hosiery Company must maintain some sort of mail contact with customers and prospects.

IMPORTANT. *The Reporter* will give a free year's extended subscription to the subscriber who sends to us before December 30th, the best answer to Mr. F. H. Gray's form letter.

□ **BEST PRINTER PROMOTION** in the country (in our estimation) is issued by The McCormick-Armstrong Company, Wichita, Kansas. Their house magazine "Impressions" continues to be tops. Latest issue . . . colossal.

□ **HARRY HIGDON** is urging us to make another survey of the house publication field. We say it is changing too rapidly to make any current survey worth while. But, Harry estimates that there are now about 3,000 house publications of all types published within the United States, and of these, probably "75 per cent are employee publications."

CLASSIFIED ADS

SALES LETTERS

Sales letters well-aimed at your target. Request folder. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

STAMP ALBUM

"VICTORY-STAMP" Album. A new premium, self-liquidates at 5c in 500,000 lots. Costs less! Appeals to adults, but particularly to children. Will not be syndicated. CROLLY ADVERTISING AGENCY, 25 Bennett Bldg., Wilkes-Barre, Pa.

THE REPORTER

Prominent Users of Strathmore Letterhead Papers: No. 34 of a Series



Paper, too, Plays its Part in **WINNING THE WAR**

Today, on most of America's fighting ships, B. F. Sturtevant air-handling machines increase our Navy's striking power. Sturtevant equipment clears dangerous gas fumes out of submarines...ventilates the hulls of battleships, cruisers, destroyers and giant aircraft carriers.

Sturtevant equipment first goes into action on the drafting-board...on paper. And paper plays its winning part right through to that important point of contact: the company letterhead on Strathmore Bond.

Strathmore Papers are available to industry for letterheads that help to write a record of leadership for all who use them. A letter written on Strathmore Paper costs only a small percent more than a letter written on the cheapest paper you might buy. Such plus value, for so little cost difference, is sound business economy. Write us for detail of "letter" cost.

Strathmore Papers for Letterheads: Strathmore Parchment, Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.

STRATHMORE **MAKERS** **OF FINE** **PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT



Companion Papers

INTERNATIONAL Mimeo SCRIPT
Ideal for mimeo work

INTERNATIONAL DUPLICATOR
*More copies, clear reproduction,
in gelatin or spirit process.*

BEE SWING MANIFOLD
*Strong, light-weight, water-marked
manifold paper.*

ADIRONDACK LEDGER
*Economical, strong, water-marked
ledger sheet; for accounting and
records.*

SPRINGHILL
Tag—Index—Bristol

WAR production greatly depends upon paper!

All war material must be **PLANNED**, specified, scheduled, routed and recorded—on paper. For all printed factory and office forms . . . use **ADIRONDACK BOND**, an outstanding economical, watermarked 100% sulphite bond paper that can "take it," printed, typed or written. Stock sizes and weights, in white and six colors, are available from your nearest merchant.

ADIRONDACK BOND

A Product of

INTERNATIONAL PAPER CO.

220 EAST 42ND ST.



NEW YORK, N.Y.

PAPERS FOR PRINTING AND CONVERTING

THOUGHTFUL PLANNING IS A SERVICE TO THE NATION

